

Here are some sample posts you can use for Facebook or Twitter to help promote the new recycling service. Post regularly and be sure to check back for any interaction with fans or followers so you can respond.



Sample Posts You Can Use Anytime:

- Have you heard of RecyColumbus yet?
www.RecycleColumbus.org
- Did you know that recycling is coming to Columbus?
- For a complete list of what can and cannot be recycled, check out www.RecycleColumbus.org.
- Did you know that recycling one aluminum can saves enough energy to power a TV for three hours?
- How do you like the new recycling program name, "RecyColumbus?" We love how it shows that recycling and Columbus really do belong together!
- Pop quiz! Which of the following three items is NOT recyclable through the new service? Junk mail, empty aerosol cans or plastic bags?
(Answer to be posted the next day or a few hours later: Plastic bags are not recyclable through the city's recycling service because they can't be processed by the machinery in the recycling facility. Recycle your plastic bags at many local grocery stores.)
- Pop quiz! How many times can a glass bottle be recycled before it wears out?
(Answer to be posted the next day or a few hours later. It never wears out; glass can be recycled forever.)
- What have you recycled today?
- Did you know that we have a single-stream recycling program? That means no sorting is required! All recyclables can go together right in the blue cart.
- It takes less energy to make new products from recycled materials than raw materials. Recycle more and trash less!
- Every ton of trash we throw out fills up 3 cubic yards of landfill space. Use the new recycling cart and fill it up with recyclables to save on landfill fees!
- Recycling paper saves trees and water. Making one ton of paper from recycled paper saves up to 17 trees and uses 50% less water.
- Recycling locally helps locally! 80% of the materials recycled here in Columbus stay within a 150-mile radius and are used by local companies.
- 60 new jobs are being created as a result of the new city recycling service. Recycling not only helps the environment, it helps the economy!
- Thank you Mayor Coleman for making recycling a top priority for Columbus!
- Columbus wants to make recycling as easy as possible. No need to remove lids, caps or labels from recyclables before placing them in the blue cart.
- Who has received the new blue recycling cart yet? Share some photos of the cart filled up!
- Are you setting out less trash and more recycling yet?
- What do you like best about recycling?
- Follow the Department of Public Service on Twitter and Facebook to get all your RecyColumbus information.

Continued on page 2

Time Sensitive Posts:

- Thank you Columbus, for giving us a new, easy recycling service – especially during our Bicentennial year!
- Happy Earth Day! We are excited to celebrate this Earth Day with the new residential recycling service that is coming to Columbus!
- Summer picnics often lead to more recyclable items. Make sure to recycle! Check out www.RecycleColumbus.org for a full listing.
- Happy July 4th! What better way to celebrate our great country than by helping... through recycling!
- Summer is almost over! Tell us: has anyone with Tuesday yard waste collection received the new recycling cart yet?
- Just because the weather is getting colder, doesn't mean all outdoor activities need to stop. Don't forget to recycle!
- Did you know it's America Recycles Day? Are you on board yet with www.RecycleColumbus.org? *(Answer is November 15.)*
- Wrapping paper can be recycled!
- Got any New Year's Resolutions? How about trash less, recycle more?

Posts Surrounding Roll Out:

April 16:

- The first blue recycling carts are hitting the streets today!!! www.RecycleColumbus.org

April 16-May 19:

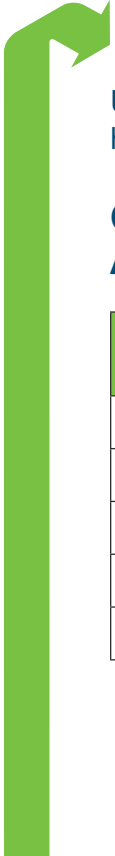
- Receive yard waste collection on Mondays? You are in Phase One and should get your cart at any time!
- Received your recycling cart yet? If you have, you live in Phase One. Your recycling collection will alternate with your yard waste, every other week. First recycling collection day is June 4.
- Be sure to write your address on the cart label and move the cart off the curb so you can fill it up.
- Look inside the new blue recycling cart for a free magnet and information on what to recycle.

Week before June 4:

- Monday, Phase One households, get ready for your first recycling collection, June 4!
- Don't forget to put out your blue recycling carts next Monday Phase One-ers!

June 4:

- Recycling collection officially begins today in Phase One communities!! Get those blue carts out!



Use the cart deployment and collection schedule below to help tailor future posts as well.

Cart Deployment and Collection Schedule to Further Customize Around Key Milestones:

Phase	Yard Waste Collection Day	Cart Delivery Begins	Recycling Collection Begins
One	Monday	Apr. 16, 2012	June 4, 2012
Two	Tuesday	June 11, 2012	July 31, 2012
Three	Wednesday	Aug. 6, 2012	Sept. 26, 2012
Four	Thursday	Oct. 15, 2012	Dec. 6, 2012
Five	Friday	Dec. 10, 2012	Feb. 1, 2013

Notes:

- Recycling collection alternates with yard waste collection every other week on this day.
- Cart delivery is based on when residents receive their yard waste collection service.
- The cart goes in the same area as current trash collection.